

JOB DESCRIPTION: BUSINESS DEVELOPER

DEFINITION

The Business Developer is the exempt job classification responsible for establishing new business partnerships, generating sales revenue, and maintaining exemplary levels of customer service, achieving gross margin goals, and building the company brand image.

ESSENTIAL JOB FUNCTIONS

- **SAFETY**
 - Ensures that all aspects of the company's safety program comply with standards; role models safety principles in the yard, while driving, and at the job site; understands the contribution safety makes to employee well-being, customer service, and company gross profit.
- **SALES**
 - Maintains and cultivates current client base; develops new business contacts; monitors and increases capture rate; tracks competitors' pricing and infrastructure; develops and executes an annual sales plan that targets a diverse and profitable portfolio; tracks all proposals, contacts, and leads; conducts sales forecasting; achieves goals listed in the sales GROW Card.
- **MARKETING**
 - Increases market share by developing materials, print and internet advertising and direct mail campaign; participates actively in trade and professional organizations; plans and executes the marketing plan/calendar; facilitates web site development and maintenance; develops and communicates company brand image; conducts market research.
- **CUSTOMER SERVICE**
 - Consistently exceeds customer expectations; builds and maintains effective relationships with existing customers, prospects, and corporate staff; listens to customers attentively and addresses their concerns to their expectations; attends walk-throughs as requested.
- **BUSINESS ACUMEN**
 - Demonstrates operational, conceptual, and financial proficiency with landscape industry topics; generates proposals that achieve gross profit goals; demonstrates effective computer skills (e.g., Word, Excel, PowerPoint, Blackberry, Salesforce, and photo editing); can add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals; can compute rates, ratios, and percentages; takes accurate field measurements.
- **INTERPERSONAL SKILLS**
 - Treats others with respect, collaboration, and support in such a way that work relationships are improved and morale is increased; generates professional proposals and makes effective presentations at client meetings; demonstrates strong writing, speaking, and listening skills.

EDUCATION/EXPERIENCE REQUIREMENTS

The successful candidate should possess at least four (4) years of professional landscape management sales experience equivalent to that shown above; Bachelor of Arts/Sciences degree preferred. A current Class "C" driver's license is required.

PHYSICAL CHARACTERISTICS

Frequent: sitting, time spent on the telephone, repetitive use of hands to operate computers, printers, and office equipment, standing, bending and stooping, twisting of waist side-to-side, turning and flexion of the neck, lifting and carrying objects weighing up to 50 pounds; walk for long distances and on sloped ground and uneven surfaces; normal manual dexterity and hand-eye coordination; corrected hearing and vision to normal range; physical tasks associated with driving an automobile.

WORKING CONDITIONS

Work is predominately in an office environment with associated noise, space, and computer screen exposure; frequent driving of an automobile to/from job sites, meetings, and events is to be expected.